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| 10/751,006 | 12/31/2003 | Matthew F. Kelly | BLLYP032.US02 | 5521 |
| 68635 | 7590 | 04/30/2008 | EXAMINER | |
| TIPS/BALLY | | | MOSSER, ROBERT E | |
| P.O. BOX 1639 | | | | |
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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

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| | | |
|------------------------------|--------------------------------------|-------------------------------------|
| Office Action Summary | Application No. 10/751,006 | Applicant(s) KELLY ET AL. |
| | Examiner ROBERT MOSSER | Art Unit 3714 |

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If no period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED. (35 U.S.C. § 133).

Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) Responsive to communication(s) filed on 20 February 2008.

2a) This action is FINAL. 2b) This action is non-final.

3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) Claim(s) 1-4,6 and 8-38 is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5) Claim(s) _____ is/are allowed.

6) Claim(s) 1-4,6 and 8-38 is/are rejected.

7) Claim(s) _____ is/are objected to.

8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9) The specification is objected to by the Examiner.

10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a) All b) Some * c) None of:

1. Certified copies of the priority documents have been received.
2. Certified copies of the priority documents have been received in Application No. _____.
3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) Notice of References Cited (PTO-892)

2) Notice of Draftsperson's Patent Drawing Review (PTO-948)

3) Information Disclosure Statement(s) (PTO/06/08)
Paper No(s)/Mail Date 2/20/2008

4) Interview Summary (PTO-413)
Paper No(s)/Mail Date _____

5) Notice of Informal Patent Application

6) Other: _____

DETAILED ACTION

Continued Examination Under 37 CFR 1.114

A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on February 20th, 2008 has been entered.

Information Disclosure Statement

The information disclosure statement submitted February 20th, 2008 has been reviewed. A copy of the statement including the Examiner's notation is attached for the Applicant's records.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

The factual inquiries set forth in *Graham v. John Deere Co.*, 383 U.S. 1, 148 USPQ 459 (1966), that are applied for establishing a background for determining obviousness under 35 U.S.C. 103(a) are summarized as follows:

1. Determining the scope and contents of the prior art.
2. Ascertaining the differences between the prior art and the claims at issue.
3. Resolving the level of ordinary skill in the pertinent art.
4. Considering objective evidence present in the application indicating obviousness or nonobviousness.

Claims **1-4, 6, 8-11, 14-35** and **37** are rejected under 35 U.S.C. 103(a) as being unpatentable over Von Kohorn (US 5,697,844) in view of Storey (US 5,774,870).

Claims **1-2, and 19**: Von Kohorn teaches an interactive computer network including:

allowing a participant to participate in a game on multiple occasions and thereby providing a plurality of games in exchange for a plurality of wagers (*Von Kohorn Col 2:44-57*);

based on the participant's interaction with the game awarding the player a prize wherein said prize includes both prize credits and a merchandise prizes (*Von Kohorn Col 2:27-29, 53:52-65, 54:29-43 Figure 31, 102:26-28*);

Von Kohorn is arguably silent regarding allowing participants to redeem prizes through a video selection interface (catalogue) including one or more web pages and one or more GUI controls who's events result in calls to a centralized server however Storey teaches the use of prize redemption system including the use of web browsers (Storey Col 2:54-65) to browse a prize catalogue and redeem award points (Story Col 8:3-27 Figure 4) through an interface containing a plurality of menu items selectable by the player (Col 3:47-4:10) and resulting in a call to a central award system (Element 500).

Claims **3-4**: Storey and Von Kohorn commonly teach the use of a computer (*Storey Col 7:5-15 Von Kohorn Col 153:40-54*) while Von Kohorn additionally teaches the use of

a console gaming system as an alternative client system (*Von Kohorn Abstract*). Under computer embodiment of Von Kohorn it would have been obvious to one of ordinary skill in the art at the time of invention to practice the combination of Storey and Von Kohorn on a computer platform common to both references in order to reduce the amount of hardware that would otherwise be required. Alternatively it would have been additionally obvious to one of ordinary skill at the time of invention to practice the Von Kohorn contribution to the combination on the disclosed gaming system embodiment while practicing the Storey component of the invention on the disclosed computer in order separate the security features between the disclosed platforms.

Claims 6, and 8: Von Kohorn teaches the use of the standard web format technology of Java (*Von Kohorn Col 162:56-67*).

Claims 9, 14, 16, 18, 21, and 22: Von Kohorn teaches the accrual of prize credits and the delivery of coupons at the location where they were earned and that may be redeemed at merchant establishments for merchandise (*Von Kohom Col 2:27-29, 53:52-65, 54:29-43 Figure 31, 102:14-44*).

Claims 10, and 11: Storey teaches the manual entry of address information by the user (*Storey Col 6:39-53*).

Claims 15, and 17: Von Kohorn teaches the inclusion of machine readable bar coded information with coupons for validation of the instrument (*Von Kohorn* Col 152:29-45).

Claim 20: Storey teaches the use of an automated redemption facility as cited above.

Claims 23-26: Von Kohorn teaches the inclusion of games of skill and games of chance (*Von Kohorn* Col 15:59-16:12, 70:52-71:10).

Claim 27: Von Kohorn teaches the accumulation of prize credits and token across multiple game sessions as cited above.

Claims 28, 29, 31, and 33: Storey teaches the customization of the game redemption system through only displaying the catalogue of image available to the player (*Storey* Col 4:11-26, 8:29-41).

Claim 30: Storey teaches electronically forwarding customer order information to a second party for order fulfillment (*Storey* Col 9:56-10:19).

Claim 32: Von Kohorn teaches blocking wager when doing so would be illegal (*Von Kohorn* Col 75:52-76:2).

Claims 34-35: Von Kohorn teaches The collection and utilization of user information for directed advertising (*Von Kohorn* Col 123:45-54).

Claim 37: Storey teaches the use of calls to internet addresses for providing a graphical user interface (*Storey* Col 3:62-4:10).

Claims **12** and **13** are rejected under 35 U.S.C. 103(a) as being unpatentable over Von Kohorn (US 5,697,844) in view of Storey (US 5,774,870) as applied to at least claim **2** above and further in view of Atkins (5,644,727).

The combination of Von Kohorn/Storey teaches the network computing arrangement including the identification of a player and player address as taught above however is silent regarding the automatic extracting of known information from a credit card. In a related account management system Atkins teaches automatic extracting of customer supplied information from a credit card in order to verify the identity of an individual. It would have been obvious to one of ordinary skill in the art at the time of invention to have incorporated automatic extracting of customer supplied address information into the invention of Von Kohorn/Storey from a credit card in order to verify the identity of an individual as taught by Atkins (Atkins Col 5:62-65).

Claims **36** and **38** are rejected under 35 U.S.C. 103(a) as being unpatentable over Von Kohorn (US 5,697,844) in view of Storey (US 5,774,870) as applied to at least claim **2** above and further in view of Hunt et al (6,223,215).

The combination of Von Kohorn/Storey teaches the network computing arrangement including online prize selection however the combination is silent regarding the explicit disclosure of a virtual shopping cart or the utilization of secure socket layer (SSL) communication. In a related invention however Hunt teaches the use of a virtual shopping cart and SSL communication (*Hunt* Col 1:12-26, 2:7-31). It would have been

obvious to one of ordinary skill in that art at the time of invention to have incorporated the features of Hunt into the combination of Von Kohorn/Storey to provide additional safety and convince to the online prize selection.

Response to Arguments

Applicant's arguments filed February 20th, 2008 have been fully considered but they are not persuasive.

On pages 9 and 10 of the Applicant's remarks they challenge the Examiner's official notice that the utilization of web pages and HTML are exceptional old and well known technologies for the creation of web pages at the time of invention. In support the Applicant cites a patent with additional cited references directed to virtual shopping carts and generally alleges that the above would evidence the non-existence of the features as noticed by the Examiner. However this allegation would contradict the language of the specification in the parent file of this application (US 5,816,918) wherein both the use of html and "web pages" are referenced as standard formats in column 19 of the same reference.

The prize selection menu can be implemented as a "web page" in HTML or other standard formats. (US 5,816,918 Col 19:23-25)

Additional references to the utilization of HTML and web pages may be readily provided for through the HTML 2.0 standards document published November 1995 and

the original published proposal for the creation of the World Wide Web as maintained by the W3 organization dated May 1990 attached for the Applicant's reference

Remaining arguments are moot for being directed to references not presently relied upon in the rejects as presented above.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to ROBERT MOSSER whose telephone number is (571)272-4451. The examiner can normally be reached on 8:30-4:30 Monday-Friday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Robert Pezzuto can be reached on (571) 272-6996. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Robert E Pezzuto/
Supervisory Patent Examiner, Art Unit 3714

/R. M./
Examiner, Art Unit 3714